

R.J. Reynolds Tobacco Company
400 Raritan Parkway - Suite #1
Raritan Center
Edison, New Jersey 08837

D.L. Bomgardner
Regional Sales Manager



May 24, 1990

TO: G. N. Kuruc, Jr.

RE: Trade Ads

Dear Nick:

The attachments should be used for the Food Merchants publication.

I'd appreciate your handling this matter with Spencer Wail.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Denny' or 'Denny Bomgardner', written in dark ink.

D. L. Bomgardner

DLB/ams

Attachments

✓

P-5/P-7

51846 7690

THE RUSSELL AGENCY

MAY 23 1990

TO: ALL RJR TOBACCO COMPANY REGIONAL MANAGERS
FROM: BETSY COWDEN
RE: BLACK AND WHITE PROGRAM ADS
DATE: MAY 17, 1990

Enclosed are several program ads provided for your advertising purposes. You'll find two sizes, a half and a full-page layout. Each Area Vice President has been sent additional ad slicks should your needs exceed the quantities provided. This company Image ad replaces the quality sells ad, therefore use at your own discretion. You can contact Mickey Jones with RJR Trade Relations at 919-741-6613 if you have any questions.

cc: Mickey Jones
E.M. McAtee
J.W. Best
R.E. Evans
Lawrence Birkin
S.G. Hanes
P.J. Cundari

The Russell Agency, Inc.
519 Deacon Boulevard/Upper Level
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(919) 727-0314

51846 7691